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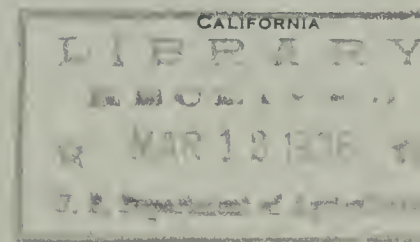
N. R. CRONQUIST,
VICE-PRES.- GEN'L MANAGER

Universal Bulb Corporation

134 WEST 26th STREET
NEW YORK CITY

HILLEGOM
HOLLAND

SANTA CRUZ
CALIFORNIA



A SELECTED LIST OF DAHLIAS INCLUDING NEW VARIETIES OF EXCEPTIONAL MERIT AS WELL AS STANDARD CUT FLOWER VARIETIES

FD—Formal Decorative

ID—Informal Decorative

C—Cactus

SC—Semi-Cactus

B—Ball or Show

Large-Flowered Varieties

	Doz.	100		Doz.	100
ALYCE MARIE GALVIN FD			CHARMER ID		
Immense white with light shad- ings of pink. Habit of growth is very good	\$ 3.00	\$20.00	Immense blooms 10/12" across and 6/8" deep on stems 5 to 6 feet tall. Beautiful hue of orange at the center shading to apricot and blending to maize yellow	\$10.00	\$80.00
AMELIA EARHART SC			DR. JOHN CARMAN FD		
Giant flowering apricot buff tinted salmon shading to soft yellow at base of petals. Strong grower and an outstanding prize winner	10.00	75.00	Large tyrian rose flower carried on long strong stems	2.00	15.00
AVALON FD			EL TOREADOR FD		
Standard sturdy cut flower. Clear lemon yellow of large size carried on long stems	1.00	6.00	A standard medium red cut flower variety at a reasonable price.....	1.00	6.00
BEAUTY SUPREME FD			ELKRIDGE SC		
The orchid Jerseys Beauty. Same habits as Jersey Beauty. An ex- cellent cut flower	1.75	12.00	Pure white with gracefully curved petals	2.00	15.00
BETTY LEE FD			ELIZABETH POTTER ID		
Delicately blended pink and white producing an attractive apple- blossom color effect. Tall grower, strong stems	2.00	15.00	A leading prize winner. Amaranth pink with inner rows of petals picric yellow and shaded violet toward the center. A striking color combination	5.00	40.00
BLUE JERSEY FD			FORT MONMOUTH ID		
Beautiful orchid lavender, sport of Jerseys Beauty, with the same habits as its parent	1.75	12.00	Well shaped blooms of rich claret color. Though of large size it is a very good keeper. Winner of many prizes	2.75	20.00

	Doz.	100		Doz.	100
FRANCIS LOROCCO FD			JERSEY TRIUMPH FD		
The standard commercial yellow cut flower. Sulphur yellow. Blooms profusely	\$ 1.00	\$ 6.00	Unusual combination of coppery color suffused with salmon bronze. Sturdy grower	\$ 1.50	\$10.00
FRANCIS LOROCCO, IMPROVED FD			KENTUCKY FD		
In addition to having good growing habits of ordinary Francis Loroocco it has better color, being several shades deeper yellow	1.75	12.00	Salmon pink. Sport of Jerseys Beauty. Good cut flower variety.....	1.50	10.00
GOLDEN ECLIPSE FD			MONMOUTH CHAMPION FD		
One of the leading introductions during recent years. A truly great flower of rich golden yellow shading to warm salmon at the center. Strong stems 4 to 5 feet long; flowers growing to 10" in diameter, with great depth. Vigorous grower. Its keeping qualities are excellent	2.00	15.00	Large brilliant scarlet orange. A very fine flower. Strong stems.....	2.00	15.00
GOOD NIGHT ID			MRS. ALFRED T. BUNYARD FD		
The best in its color class—garnet shaded maroon. Fine grower and a prolific bloomer	3.25	25.00	New rich deep yellow. Excellent stem and attractive foliage placing it in a class by itself. Blooms freely from early season until frost	10.00	80.00
HUNT'S VIOLET WONDER ID			MRS. I. DE VER WARNER FD		
Burgundy red	7.50	60.00	Standard orchid lavender. Extensively used for cut flower purposes	1.00	6.00
JAMES KIRBY ID			MURPHY'S MASTERPIECE ID		
Dazzlingly brilliant crimson blending to a deeper ruby shade at the center. Does not burn in the sun. Vigorous grower reaching 7 feet in height with strong stems. A consistent prize-winner since its introduction a few years ago. An Honor Roll Dahlia which is not only an exhibition variety but also a leading cut flower variety.....	3.50	22.50	Monster blooms of deep dark red shading to crimson, held erect on long rigid stems. One of the most highly prized of the large exhibition varieties	9.50	75.00
JANE COWL ID			MYRA HOWARD ID		
Beautifully formed blooms of warm golden buff shaded somewhat darker toward the center.....	1.25	8.00	Glowing combination of yellow cadmium and gold tinted salmon. A pleasing and very worthwhile flower	4.00	30.00
JEAN KERR FD			NATHAN HALE FD		
Small flower of pure white. Extensively used for bouquets and make-up work	1.00	6.00	Extensively grown for cut flower purposes and a variety that blooms in every garden. Medium sized blooms of gorgeous warm autumn bronze color. A sturdy grower very resistant to insects and drought	1.00	6.00
JERSEYS BEACON FD			OMAR KHAYYAM FD		
Chinese scarlet	1.00	6.00	Chinese red at the base shading to bright orange with lighter tips. An outstanding bright color	1.75	12.00
JERSEYS BEAUTY FD			PRESIDENT HOOVER FD		
This grand pink is one of the greatest and most popular Dahlias of all time. A prolific bloomer producing flowers of good keeping quality on long strong stems	1.00	6.00	Large copper red	2.00	15.00
			ROBERT E. LEE ID		
			Huge blooms of a rich dark red color that does not fade	2.75	20.00

	Doz.	100
ROSEATA FD		
Fine cut flower variety. The longest keeper of them all. Soft pink suffused with salmon and sometimes streaked with gold. Fine erect plant	\$ 2.00	\$15.00

SAGAMORE FD		
One of the best cut flower varieties ever produced. Golden amber slightly shaded with orange buff. Maintains its popularity	1.00	6.00

SATAN SC		
A leading prize winner. Giant red, sometimes tipped with gold. Unusually strong plant with fine stems	4.00	30.00

SCARLET LANDSCAPE FD		
Something distinctly different and unique. Short stems resulting in the flowers being grouped together in a solid mass making it most attractive for borders or backgrounds. Brilliant red blooms with rich green foliage	2.75	20.00

	Doz.	100
SULTAN OF HILLCREST FD		
Large golden yellow blooms. A true type of formal decorative and a standard of comparison in its class	\$ 5.00	\$40.00

THOMAS EDISON FD		
Purple exhibition variety	4.00	30.00

TREASURE ISLE FD		
Striking Dahlia of bright apricot shaded with gold	3.25	25.00

VIOLET WONDER ID		
Large flower, bright violet purple held on strong straight stems	3.25	25.00

WHITE KING FD		
Pure white. Sport of Francis Lorrocco. Good habit of growth producing well-shaped blooms on tall strong stems	1.50	10.00

Miniatures:

	Doz.	100
BABY ROYAL SC		
Beautiful blending of salmon and pink	\$ 3.00	\$25.00

ECLIPSE JR. FD		
1935 Show Winner. Pure cadmium deepening at the center. Vigorous healthy grower	4.00	30.00

FAIRY FD		
One of the best of the newer Miniatures. Violet rose of perfect form, long stems, good keeping qualities. Excellent cut flower	2.00	15.00

IRENE FD		
Beautiful old rose blooms. Long straight stems; free blooming, and good for cutting	2.75	20.00

KISS ME ID		
Red and white bi-color. Very showy	1.50	10.00

	Doz.	100
PERSIMMON FD		
Well described by its name. Burnt orange. Very fine and a prolific bloomer	\$ 1.75	\$12.00

RAIDER		
Soft violet rose, suffused yellow at base of petals. The petals twist and curl giving it a very dainty appearance	1.75	12.00

SHIRLEY TEMPLE B		
Light yellow of compact formation	4.50	35.00

TEDDY JOHNSON FD		
Pleasing blend of soft pink and white tipped tyrian rose. Tall strong grower and very free flowering	1.75	12.00

VIRGINIA		
Beautiful pure white with yellow center. Blooms look more like a Lily than a Dahlia. Excellent	3.00	20.00

Pom Pons:

	Doz.	100
AIMIE		
Delicate small bronze	\$ 1.50	\$10.00

BOB WHITE

Creamy white. One of the best Exhibition Pons	1.50	10.00
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BRONZE BEAUTY

Bronze	1.50	10.00
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CARDINAL

Bright cardinal red	1.50	10.00
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DEE DEE

Pale lavender	1.50	10.00
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EDITH MUELLER

Rose red blended with rich red. Very beautiful	1.50	10.00
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HELEN ANITA

Beautiful lavender pink with white center	1.50	10.00
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JOE FETTE

Pure white	\$ 1.50	\$10.00
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JOHNNY PEPPIN

Deep crimson	1.50	10.00
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LITTLE EDITH

Primrose yellow tipped with car- mine. One of the best	1.50	10.00
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MARY MUNNS

Fuchsia	1.50	10.00
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SNOWCLAD

White	1.50	10.00
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TOM THUMB

Tiny orange red. Blooms 1" in diameter	1.50	10.00
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YELLOW GEM

Yellow	1.50	10.00
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